

**PROCEEDINGS OF THE BROWN COUNTY**  
**EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Thursday, February 5, 2015 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

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**Present:** Harold Kaye, Staush Gruszynski, Tom Katers, John Van Dyck, Cori Campbell  
**Also Present:** Matt Kriese (Parks Dept.), Neil Anderson (N.E.W. ZOO), Beth Lemke (Neville Museum),  
Supervisor Dave Landwehr, Supervisor Bernie Erickson, Supervisor Thomas Lund,  
Chad Weininger, Scott Anthes (Golf Course), Supervisor Erik Hoyer,  
Dr. Chris Wagner (Library Board), Lori Denault (Library)

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**I. Call to Order.**

**I. Call meeting to order.**

The meeting was called to order by Chair John Van Dyck at 05:32 p.m.

**II. Approve/Modify Agenda.**

Motion made by Supervisor Kaye, seconded by Supervisor Gruszynski to approve agenda. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**III. Approve/modify minutes of January 8, 2015.**

Motion made by Supervisor Katers, seconded by Supervisor Campbell to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**Comments from the Public**

*No comments*

1. Review Minutes of:
  - a. Library Board (November 20, 2014).

Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

- b. Neville Public Museum Governing Board (January 12, 2015).

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

**Communications**

2. Communication from Supervisor Tom Lund re: To examine the rental fee policy for non-profits for use of the Brown County Fairgrounds. *Referred from January County Board.*

Supervisor Lund got an email from a constituent that wanted to rent the Brown County Fair Grounds possibly the Shriners. Was asked about a difference in the rental fee from 2014-2015 which went up \$80. Supervisor Lund was confused by the inquiry because he wasn't aware of a fee increase.

Supervisor Van Dyck asked Matt Kriese from the Parks Department to address the question. Kriese looked into the fee schedule from 2013-2014. Prior rental fees for the group were \$400. In 2014, the budget did increase fees so that fee would be \$475; a \$75 dollar increase.

Kriese says that Brown County fees are lower when compared to surrounding counties like Winnebago whose fees are double Brown County's. Supervisor Lund commented that Brown County fees are fair when compared to other counties. Supervisor Lund asked if there were any additional complaints regarding fees. Kriese said that there were none.

Kriese addressed commercial fees versus non-profits fees, and provided handout (See Attachment) to supervisors about current Brown County policies. He said that Brown County policies were comparable or slightly looser than surrounding counties. A commercial event is defined as anytime there is a profit. Basically anytime there is going to be transaction or sales a renter will be considered commercial.

Supervisor Lund said he would notify his constituents that fees did go up. Kriese clarified that with this specific renter confusion could have been created because of their contract, specifically the timing of the contract. He signed contract in 2013, so even though prices went up in 2014, the renter was able to get the price at the 2013 level.

Supervisor Campbell asked if the Shriners come every year. Kriese said that according to records they've been coming for 5-6 years.

Supervisor Gruszynski asked if there's been an increase or decrease of renters after the fee increase. Kriese said there has been an increase of renters from a diversity of backgrounds.

Supervisor Campbell asked if the user groups that use the fairgrounds have been notified of the fee increase. Kriese responded that they had and contracts are in place for 2015.

Supervisor Lund asked what type of insurance limit a renter is required to have. Kriese said that vendors must have a 1 million dollar minimum.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken.**  
**MOTION CARRIED UNANIMOUSLY**

**3. Communication from Supervisor Erickson re: Standing invitation to all Education and Recreation Committee members to attend the Museum Governing Board meetings which are held at 4:30 p.m. the second Monday of each month at the Neville Public Museum.**

Supervisor Erickson addressed the committee to explain the museum board's invitation to the EDREC Committee. Prior to 2014/2015 session, Supervisor Hoyer was the link between the EDREC Committee and the museum board. Supervisor Erickson talked about makeup of museum board, and said there are three branches of the museum: staff, county supervisors, and the foundation. Emphasized that lots of people makeup the governance of the museum. What the museum wants to express to the committee is the need for attendance on the governing board. The museum board meets on the 2<sup>nd</sup> Monday of the month. The museum board wishes for an EDREC supervisor to sit on the museum board. Supervisor Erickson would like there to be a link between the museum board and EDREC Committee.

Supervisor Van Dyck commented that once proper language and code section is received, the issue will be corrected on both the museum board and library board. There is a current term length issue where a person is appointed to 2 year term on EDREC, but a 3 year term on a governing board. Supervisor Van Dyck says that when a supervisor goes off the EDREC Committee they should also go off the subcommittees.

Supervisor Van Dyck asked if there was a volunteer amongst current members who would be willing to attend the museum board and prepare a report. Supervisor Gruszynski volunteered to make an effort to be the EDREC link to the museum board.

**Motion made by Supervisor Gruszynski, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

#### **NEW Zoo & Park Management**

##### **4. Discussion regarding past communication to implement park citations.**

Matt Kriese and Neil Anderson addressed the committee jointly.

Supervisor Van Dyck asked if there were any further concerns about park citations. Kriese commented that there are no changes on his end, and that they were looking to the EDREC committee for a recommendation on how to move forward. Supervisor Van Dyck asked for a summary of past events. Kriese stated that it started with Supervisor Landwehr who wanted to look at trail areas for non-compliance. The public needs to know that there is a pay-to-play policy. People need to pay fees to use county parks and trails. Kriese mentioned that current ordinance violations cost from \$150-\$200 for failure to pay a \$5-\$60 fee. The Parks Department is interested in changing penalties by switching from ordinance violations to a violation notice penalty. The department got the idea from Dane County parks department. Money currently collected as ordinance violations goes to Sheriff's Dept., not the Parks Dept. The proposed violation notice would not be an official Chapter 8 violation or citation and thus money collected could stay with the Parks Dept. Violation notice could be hypothetically \$35 and a person has 14 days to pay. If people didn't pay, then it would move to the court system with the higher stiffer fine. Parks is not looking to penalize someone.

Supervisor Kaye asked what a pass costs. Kriese responded with costs of each pass, clarifying that some passes are set by state DNR. Supervisor Kaye wants to make sure we aren't turning people away.

Supervisor Kaye asked if a person could buy a pass that day versus paying the \$200 fine. Kriese responded that there are pay boxes located throughout the park system so it is possible. Supervisor Kaye asked if the person who stopped the violator can sell the pass. Kriese said no, not at this time.

Kriese commented that the parks system is working towards an online POS system where people can purchase day passes or annual passes.

Supervisor Kaye asked if people were coming to the boat launches without purchasing passes. Kriese said that several hundred parking tickets are issued, but restated that that money goes to Sheriff's Dept.

Supervisor Campbell asked if the \$35 would stay in Parks Department. Kriese said yes and further that it would stay in the specific activities account (ie. Ski violation payment would stay in ski account).

Supervisor Van Dyck asked a question about how the phone and POS system is developing. Kriese said there a lot of compliance issues that need to be addressed first and gave a response that it might be late spring or fall. Kriese said a budget adjustment would be needed, as cost was not factored into current budget. It would depend how quickly other things fall in place.

Chair Supervisor Van Dyck recognized Supervisor Erickson, Supervisor Erickson asked about enforcement. He suggested that people are doing activities that don't require a pass. He then asked if

kids are subject to these fees. Erickson feels that it's better for kids to be on the sidewalk than in the street.

Supervisor Erickson also said that boat parking is bad because people are not paying the citations. The county needs to enforce the violations, before you start issuing citations. Kriese agreed that these situations are happening. Supervisor Erickson asked how much the county made on passes. Kriese said that the Parks Dept. made about \$80k last year in passes, and suggested to Supervisor Erickson that the county lost out on another \$80k in unpaid passes and violations.

Kriese believes that more education is required to increase compliance. Chair Supervisor Van Dyck recognized Supervisor Lund. Supervisor Lund feels a 25 dollar violation fee would be fair. He says that the online POS is key to increasing compliance. Supervisor Lund says that people don't really carry cash anymore, and that is a problem for paying.

Supervisor Van Dyck asked if park personnel carry cellphones. Kriese said yes. Supervisor Van Dyck asked if a person could charge someone via a county issued POS smartphone. Kriese said it may be possible but had concerns.

Supervisor Van Dyck asked if there was a way to reconcile the day pass over the fine. He suggested that if a violator could purchase day pass on-site of violation, it may get more money than just issuing citations. Kriese said that he isn't sure if setting accounts up in the field is possible. Supervisor Van Dyck is wondering if we are ahead of the game on this.

Supervisor Katers commented that it's well-known that the parks department will not strictly enforce the rules. Supervisor Katers feels that the POS can be a valuable tool wished the online system was up and running. Thinks that on-site sale ability is important since nobody carries change or cash, so the ability to do credit card processing is important.

Anderson answered that they are looking into remote wireless POS systems at the zoo because it's an inconvenience at events like Zoo Boo to have a hard wired POS only.

Supervisor Katers asked who would be enforcing the rules. Kriese answered that they employ 1 full-time ranger type person.

Anderson said that security issues are what are holding stuff up currently. The county wants a secure system.

Supervisor Campbell asked if the county has an app designer. Kriese said that there are a lot of compliance issues. The county doesn't want a hack, so Kriese wants to make sure security is tight.

Supervisor Van Dyck agrees with Supervisor Erickson that this is not a five thousand dollar problem, but a tens of thousands dollar problem. Supervisor Van Dyck wants to make sure we are not losing money on this. Let's get our park people out there to collect what is fair and due. Fining is upsetting, let's sell passes instead.

Supervisor Gruszynski said that we don't want discourage use of public areas. He mentioned a three strike possibility for perpetual violators; on third violation they'd be fined. Kriese answered that if people are stopped now, they have three days to buy an annual pass and that's a punishment itself.

Supervisor Campbell believes that the money made needs to stay in the Parks department. Maybe this program could pay for itself. Supervisor Gruszynski agrees. Kriese commented that they have not been writing citations because of the fact that the money goes to the Sheriff's department.

Supervisor Campbell asked if an action item was needed. Supervisor Van Dyck said it would be relegated back to staff, and then he talked about Hilly Haven self-serve driving range, and staff-less monitoring opportunities.

Supervisor Campbell disagrees that people would pay at self-serve stations.

Supervisor Gruszynski asked if things would be better known in 60 days about the POS system. Kriese said that that was most likely.

**Supervisor Gruszynski motioned to send issue back to staff for 60 days for further review. Seconded by Supervisor Campbell. Vote Taken. MOTION CARRIED UNANIMOUSLY**

5. **Request for fee waiver of Reforestation Camp Ski Lodge.**
  - a. **NEW Zoological Society's "Skunks are Beautiful" Cribbage Tournament.**

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

6. **Approval of bid for project #1737 – Adventure Park Base Camp Building (Handout to be provided at meeting).**

No Handout provided. Matt Kriese said that all the bids for the Base Camp Building came in over budget. They are doing some redesign, and new bids will come in March 3<sup>rd</sup>. They are still on schedule.

Supervisor Kaye asked how much budget was over. Kriese responded that the lowest was \$14k over, highest was \$60k over. Anderson said that it was a \$250k budget.

Supervisor Kaye asked how many bidders there were. Kriese and Anderson responded that there were eight bidders. Anderson asked designer to do something to meet the budget.

Supervisor Kaye asked if the bidding contractors were local. Kriese responded that they were all from the NE Wisconsin region.

**Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to hold for 30 days while new bids come in. Vote Taken. MOTION CARRIED UNANIMOUSLY.**

7. **Discussion regarding Suamico Boat Landing area and parking.**

Matt Kriese provided update. Parks Department met with Village of Suamico. After the meeting Kriese posed the question to DNR supervisor, and provided three alternatives to expand parking. DNR said that reasonable alternatives to parking exist, and granting any permit that would permit the filling of wetlands is unlikely. Kriese stated that the village has asked the county to pressure the state legislature to make this happen for Village of Suamico. Kriese also mentioned that for the county to move forward any money would have to be spent on wetland delineations.

Supervisor Campbell asked how many spaces would be added in the 1<sup>st</sup> option. Kriese said 28 additional trailers spots would become available. Kriese said that people are currently walking on the street from overflow parking which is over 2000 feet away. Kriese showed the three different parking options to the supervisors using maps. Kriese also showed a bridge that was going to be built over a ditch so people would have better access to their boats. He said that the DNR was supportive of that effort and was willing to pick up half the cost.

Supervisor Van Dyck asked if there was a plan that would not require wetland fill. Kriese said no, and that wetland fill would be a factor in all three plans.

Supervisor Erickson was recognized. Suggested Dean Haen should be called about wetland tradeoffs, or contact the Paul with Public Works Department as they have worked with the state on such issues. Kriese restated that the DNR said that it would be highly unlikely the DNR would issue permits for any wetland fill.

Supervisor Lund said that there is a dike at the end of the path and fish can't even get into the ditches that would be filled. Kriese said the DNR doesn't want fish in there. Supervisor Lund continued that why the wetlands are diked up from fish was a confusing issue as he felt that those areas would be good for Northern Pike. Regarding the parking, Supervisor Lund asked if it would help if the lot was done with a gravel surface, not asphalt. Kriese didn't believe there would be any difference as wetlands would still need to be filled. Supervisor Lund said that the boat launch has more problems than just the parking issue.

Anderson said that if the state would have come together with the village and the county, this issue could have been resolved. Kriese commented that this issue has been to Madison, believes that the Deputy Secretary of the DNR is aware of the issue.

Supervisor Van Dyck asked how much would a wetland delineation cost so the DNR could look at a permitting process. The county needs to get our 'no' from the DNR before the county can pressure legislators to take on the issue. Kriese thought that it would cost \$3k-\$8k, but asked who would be requesting the permit; the village or the county.

Supervisor Lund said that a joint meeting is needed between the county and the village, and feels the village should contribute to any cost incurred by the county. Supervisor Lund says there needs to be buy-in from the county board and village.

Supervisor Campbell said that the issue is going to be how much money is the county going to lose on the process.

Supervisor Lund said the county executive's veto is also a factor. If all the players aren't in play, the plan should just be let go.

Supervisor Katers asked if Kriese had talked to the DNR about all three plans. Kriese said yes. Supervisor Katers said that we need the DNR on board before we move forward. Kriese restated that the DNR has said that they are very unlikely to issue a permit for any of the three options.

Anderson said that the DNR had walked the areas with county representatives, and the DNR recommended purchasing land on the other side of the river for a parking lot. Kriese said that the quality of the wetlands is also a factor for the DNR. The wetlands along the Suamico River are very high quality.

Supervisor Van Dyck said the county will need to spend \$7k to just get a proposal before them. Kriese said yes, and was told that delineation was needed, and for that, an outside firm would be needed.

Supervisor Van Dyck asked about how many spots (not including road) would be added. Kriese responded that there would be 28 spots. It would be a gravel lot.

Kriese commented that fishing tournaments are big in this area. He suggested that the bay is better fishing than much of Canada, and that the county is losing people because of the parking situation.

Supervisor Campbell asked if people can reserve parking spots if they are part of an event. Kriese responded that most tournaments are out of Oconto or metro as they are the big launches. We are not able to host a large tournament. It is the people who come a few days or a week early to pre-fish and find the spots that are taking the spots at smaller more local launches.

Supervisor Campbell asked if the village was on board. Kriese said that's up to the village.

Supervisor Gruszynski said he is having a tough time justifying it. The DNR is not supportive, and the cost is high. He feels that with the annual pass at \$30.00, it will take too long to recover costs.

Supervisor Van Dyck asked about the location that costs \$75k. Kriese said it was in the same situation with regards to the wetlands delineation. Anderson said the DNR said that it also was unlikely to happen. Kriese said from the state perspective, there are a lot of boat launches within the area so expanding the Suamico isn't necessary to access to waters.

Supervisor Gruszynski asked if the DNR turns us down, the county would have to approach the legislature for legislation similar to the Cabela situation. Kriese said yes.

Supervisor Van Dyck said we need to get all the parties on board before moving forward. Feels legislature action will require a no first from DNR.

Kriese will contact the county vendors for estimates, and asked if he should get estimates for gravel or asphalt surface. Supervisors preferred asphalt.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Kaye to come back in 60 days after looking at the two options excluding parking on the street and forming a budget number to bring back to committee. Vote Taken.**

**Ayes: Supervisor Kaye, Supervisor Van Dyck, Supervisor Katers, and Supervisor Campbell**

**Nays: Supervisor Gruszynski**

**MOTION CARRIED: 4 to 1**

## **8. Field Staff Reports/Attendance Reports.**

Supervisor Van Dyck asked about current staffing situations. Kriese said that the department went through reorganization.

Supervisor Van Dyck asked about the status of the trails at the reforestation camp. Kriese said they weren't good for winter sport.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to approve receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

9. **Assistant Park Director's Report.**

Kriese provided a handout (See Attachment). Kriese talked about a program in the Park Department called "Adopt a Trail". He said that the department is working on partnerships within friends' groups. Sees major changes in the next year.

Lions club will be doing Memorandum of Agreement (MOA) program to raise \$35k for park bridge.

**Motion made by Supervisor Katers, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

10. **Zoo Director's Report.**

Neil Anderson presented. He provided a handout (See Attachment) from zoo society outlining how much the society has supported the zoo; approximately \$304k in both in-kind and direct funds. They are in the process of finishing the animal hospital. Anderson hopes to have a Spring meeting at the Zoo. Old animal hospital will be dine-in kitchen. Mentions "Feast with Beasts" was successful.

Anderson provided 2<sup>nd</sup> handout (See Attachment) of operations report for January.

The zoo has its wall of honor relocated to the Mayan Restaurant. The zoo is shifting away from the outdoor bronze plaques and moving towards donor plaques that will go up on the Mayan restaurant walls. Showed Pictures.

Visitor center is being completely remodeled. Men's restroom is getting retiled; entrances and gift shop will be all themed.

Anderson said that it has been quiet animal wise. The zoo will be getting a penguin from Georgia, and a burrowing owl from St. Louis.

Anderson attended the Zoo & Aquariums Director's Annual Conference. SAFE program is a major new initiative and something the N.E.W. Zoo is going to embrace. The program will be trying to help save animals from extinction. Anderson outlined the drastic decline of animal populations in the world, and the need for this program.

Frito Lay is a partner and will be donating six figures to this conservation project. The national society hired a large marketing firm for PR. Anderson emphasized that the zoo community has the capability to save these species.

Supervisor Campbell asked if there was a database of animals being helped. Anderson directed her to view the penguin video. Numbers are changing drastically on penguin species populations.

Supervisor Van Dyck congratulated Anderson and staff on a good start to the year.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**



**Golf Course**

**11. Discussion and review of the potential sale of extra land the Golf Course owns – Per Supervisor Van Dyck at the January Ed and Rec meeting.**

Scott Anthes presented. Revisited issue of sale of golf course property. Anthes provided handouts showing plots in question (See Attachment). Anthes took supervisors through 79.7 acre area that is proposed to be sold. Directed attention to three specific areas and recommended that the county retain the 6.838 acre plot, the 2.75 plot and 5 acres of the 12.978 plot. This would reduce the area able to be sold to approximately 65 acres. Total value of the 79.7 acres is approximately \$760,000 as of an evaluation done on 05/13/2013.

Supervisor Van Dyck asked if the reduction would drop it by \$160,000. Anthes believed that would be correct.

Supervisor Campbell asked where the money would go. Supervisor Van Dyck said that it would stay with the Golf Course, but the Golf Course owes the county's General Fund. According to Anthes, the Golf Course owes just above \$330,000 plus another loan of \$270,000, so approximately \$600,000 total.

Supervisor Kaye asked about driving range and other proposed projects from the past; commenting that if sold it would be costly to repurchase later.

Anthes said that with current regulations by the DNR, 45 of the 79 acres are unusable because of wetland status. Supervisor Kaye asked if the land wasn't useable were there going to be bidders. Anthes said that there are already bidders that are interested. There are 20 acres that are currently leased out to a farmer, and the county makes about \$1,000 a year on that lease.

Supervisor Campbell mentioned the driving range possibility. Anthes said that a driving range is just not feasible because of accessibility. The only way would be to use the railroad bed to get there. Scott said that a self-serve ball machine would also be required.

Supervisor Kaye asked what is expected as to the actual resale value. Anthes said that he can only go off the report evaluation of \$9k-\$10k an acre. Anthes said that it would not be unwise to determine a price that the county wants and attempt to resale it for that.

Supervisor Van Dyck said that the original intent of expanding the golf course is no longer feasible. It is also unlikely that market conditions will change regarding the golf industry. The county did approach the parks department about acquiring the land, and they didn't see a good use for it.

Supervisor Van Dyck suggested that the committee should refer the issue to corporation counsel before going to administrative committee and then the full-board. Anthes asserted that before moving forward at the county level, golf course staff need to do work first to get the 12.978 plot divided, and there are also questions on the town road. Surveyors need to be contacted.

Supervisor Van Dyck instructed the golf course staff to clean up the plot map while the county does this exercise of going through the planning department to get the 12.978 divided. We're not going to sell separate parcels.

Anthes made additional mention about the potential of the plots as a new corridor for fiberoptic cable.

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to refer issue back to staff for further review of the plot and to further divide and combine the plots. Vote Taken.**

**Ayes: Supervisor Gruszynski, Supervisor Van Dyck, Supervisor Katers, and Supervisor Campbell**

**Nays: Supervisor Kaye**

**MOTION CARRIED: 4 to 1**

**12. Superintendent's Report.**

Anthes stated that the golf course staff is doing scouting as usual, and that there is a concern over the lack of snow. He said that they would be pulling samples from the greens in the near future.

The golf course did a lot of tree removal over the last few weeks. Trees were all around the greens, and their removal doesn't affect play or field. The removal of these trees was necessary to increase sunlight for the greens.

Ongoing winter projects (painting, etc). Golf Course interviewed three viable candidates for a mechanic, and one was chosen. Anthes said the golf course was anxious to get back to some normalcy with the new mechanic on staff.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Museum**

**13. Director's Report.**

Beth Lemke Reporting. Provided Handouts.

Had a large reception of over 255 people for the arts council reception. Museum received a nice write up in the press gazette (See Attachment). The Wisconsin Historical Society history tour is coming to Green Bay. Six of the local Brown County historical societies will also be participating. On Feb 17<sup>th</sup> the museum will have a certificate presentation and media event. A Green Bay historical ship's gear wheel will be featured in the Wisconsin Historical Society museum. The museum was featured in the several Voyager magazine articles. Museum was also covered in the Chicago Tribune, due to its connection to the Packer display.

Supervisor Campbell wanted to recognize the Brown County Women's club for their support of the museum.

Supervisor Van Dyck gave congratulations on attendance figures and revenue. Supervisor Van Dyck asked about the 5 year attendance comparison sheet received in previous reports?

Lemke said that how the museum records were being kept regarding 5 years of outreach and attendance numbers is hampering efforts to how things were reported. Supervisor Van Dyck asked if they could go back to 2013.

Lemke said she is confident in the new 2015 numbers, but would be uneasy about 2013 figures. Supervisor Van Dyck asked about 2014 numbers. Lemke said that she hasn't had the time to strip out outreach.

Supervisor Van Dyck asked if the numbers in 2013 and 2014 reports numbers were combining attendance and outreach. Lemke said yes. For 2014 and half of 2013, Lemke said that outreach has now been stripped.

Supervisor Van Dyck directed Lemke to just do 2014, so that we have a comparison of at least a year-over-year of attendance versus outreach at the end of 2015.

Supervisor Van Dyck talked about the RFP and asked if it was dead. Lemke said it is not dead; they have a draft still, they just been super busy with interviews and other ongoing things. Museum board will not meet in March, but will meet in April.

Supervisor Van Dyck asked about admissions fee change. Lemke said the governing board is not in favor of an admissions increase. It was not a unanimous denial. Lemke would like to take it up as part of the budget process.

Supervisor Van Dyck would like to have it put back on the agenda for governing board next meeting. Also wants to see the issue on EDREC agenda for March 2015.

Supervisor Katers asked if we approved. Supervisor Van Dyck believes it was sent back for museum to look at the issue more deeply. Discussed issues of last month meeting and how admissions would work.

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to receive and place on file. Vote Taken.**  
**MOTION CARRIED UNANIMOUSLY**

#### **Library**

#### **14. Library Report.**

Chris Wagner (Library Board) & Lori Denault presenting

Wagner reported that the library board whittled library director down to three candidates, and chose one candidate who the felt can best deal with the community, business leaders, and the board of supervisors. They also wanted a fundraiser, and someone who has experience dealing with diversity issues. Candidate who accepted position is Brian Simons and will start March 2<sup>nd</sup>. He comes from Verona, WI. Brian is a product of Green Bay and UWGB, and the library sees this as a plus.

County Board offered money for architecture study and expansion of Southwest Library, Library Board decided not to that. A group will be meeting later this month to discuss issue further.

Lori Denault. Summons and complaint has been given to Outagamie County for reimbursement of library loan fees.

A business will be leaving from a shared building branch of the library system. Date for final occupancy has been given for March 12.

Supervisor Van Dyck asked about rental space hole in budget. Lori said that \$52,000 will be lost from renter leaving in budget. Commented that the Library will have to watch its spending.

Wagner discussed Southwest Library expansion. Supervisor Van Dyck said the board vote was procedural because of jurisdiction.

Supervisor Kaye wanted to emphasize that no-one is being left out of the discussion. Supervisor Kaye was trying to be fair to everybody. Supervisor Kaye was never invited to the Library Board.

Supervisor Kaye asked why renters are leaving. Denault said it wasn't a matter of finances, but rather a matter of a space fitting better. She did say that there was some monetary incentives offered by the renter's new space, but believes it's a matter of space.

Supervisor Campbell said that it was the choice of the business and it really was a matter of just the space being better.

Denault mentioned that this is nothing new. That the renter looked at moving every time the lease renewal came up.

Wagner also mentioned that while the Brown County Library has been trying better to work with the homeless; this was another reason why the business left. They didn't feel as safe as they needed too.

Supervisor Van Dyck asked about the architects rendering for Southwest and asked if it was ready. Supervisor Kaye said the drawing had been released.

Supervisor Kaye said that the Southwest Library needs to be expanded. Supervisor Kaye wonders why there is confusion about accepting the counties gift. Supervisor Van Dyck doesn't believe there's confusion, because one of the funding mechanisms is coming out of library funding. Supervisor Van Dyck feels that any drawing seen was only a preliminary drawing. Supervisor Van Dyck said that the committee voted in December to send the plan to the architect.

Supervisor Kaye said that Chad Weininger said that funds could be taken out of the General Fund if needed. Supervisor Kaye said that the drawings had been done, but agrees that it could have been a preliminary drawing.

Supervisor Van Dyck is wondering at what stage the process is at.

Supervisor Kaye is concerned about building access for designers and architects.

Wagner said that remodeling needs to be approached cautiously. It's a big undertaking.

Supervisor Van Dyck wanted to restate that the county needs the specs and the bids before a final number can be seen.

Wagner said that remodeling was a concern to a different supervisor because of keeping it more like a residential look versus a commercial. Supervisor Kaye agrees with that.

Discussion occurred on what constitutes cost additions to any remodeling projects and said that they should want to see a project at no more than \$200k. Supervisor Van Dyck said it will depend how the bids come in.

**Motion made by Supervisor Katers, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Resch Centre/Arena/Shopko Hall** - No agenda items.

**Other**

15.     **Audit of bills.**
16.     **Such other matters as authorized by law.**
17.     **Adjourn.**

**Motion made by Supervisor Katers, seconded by Supervisor Kaye to adjourn at 07:56pm. Vote taken.**  
**MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Brian B. Lueth  
Recording Secretary

## **GUIDELINES FOR COMMERCIAL VERSUS NON-COMMERCIAL EVENTS**

Rates and fees are based upon the type of event, not the tax status of the sponsoring or participating agency, group or organization (i.e. an organization can be a non-profit or charitable organization and still pay the commercial rates.).

### **COMMERCIAL EVENT**

DEFINITION: AN EVENT OPEN TO THE PUBLIC AND . . .

- Charging a fee/donation for the gate, entry, admission, parking, display space, vending, or conducting an auction or sale of food merchandise or concessions or conducting raffles.

\*EVENT DAILY PARKING FEE OF \$2.00/CAR APPLIES IF CHARGING AN ENTRY FEE

\*CERTIFICATE OF INSURANCE REQUIRED

### **NON-COMMERCIAL EVENT**

DEFINITION: AN EVENT OPEN TO THE PUBLIC AND....

- Has no entry/admission fees, concession sales, raffles, vending, etc.

\*CERTIFICATE OF INSURANCE REQUIRED

**OR** - AN EVENT NOT OPEN TO THE GENERAL PUBLIC AND...

- Restricted to the membership of a particular organization, business, agency or group.
- Has no entry/admission fees, concession sales, raffles, vending, etc.

\*CERTIFICATE OF INSURANCE NOT REQUIRED

# 2015 Adopt-A-Trail Program

*SMILES... Improving our world, naturally!*



**The 2<sup>nd</sup> Annual Trail Maintenance day is  
Saturday April 25, in honor of *Earth Day*!**

**We need you to volunteer with us and the L.H. Barkhausen Waterfowl Preserve to maintain our Adopt-A-Trail Program.**

- This is our second year for the program, so let's keep the momentum going and help turn Brown County **green** again!

**Saputo Green Bay and Saputo Lena will maintain our Adopted trails; the Mosquito Creek and Woodcock trails.**

Our signs are up at both ends of the trails to mark our dedication to the environment and the *Saputo* Recreation Area has a HUGE sign!

**Here's what we have planned for this year:**

- Weed, mulch, maintain the Saputo recreation area
- Bridge Sealing
- Sign Painting/Replacement
- Trimming
- Planting
- Invasive Species Removal
- Erosion Correction
- Storm Clean Up
- Beautification
- Litter Collection
- Provide Ideas
- Family Fun



In addition, we have the *Saputo* Recreation Area dedicated last fall to enjoy!



Let's make **Earth Day 2015** even **BIGGER** than last year!

**Details and agenda to follow – mark your calendars now!**



- **What** – Adopt-A-Trail and Pot Luck Luncheon
- **When** – Saturday, April 25, 2015 (9:00 am-12:00 pm followed by our luncheon!)
- **Where** – Barkhausen Waterfowl Preserve in Suamico, WI
  - *Barkhausen Park is located on County J, approximately two miles south of the Green Bay plant, just east of highway 41.*
- **Why** – Earth Day!
- **Who** – Saputo employees, family and friends!







January 27, 2015

Dear Friends of the N.E.W. Zoological Society Inc.,

We are very thankful to report that we have supported your NEW Zoo in the following ways in 2014:

- \*Funding for Completion of the Education & Conservation Center
- \*Funding for Construction of the new Cornerstone Animal Hospital
- \*AZA membership for the NEW Zoo and the N.E.W. Zoological Society, Inc.
- \*Funding for Conservation Programs
- \*Sponsoring the annual Volunteer Appreciation Dinner
- \*Providing Basalt Rock and Granite Garden Benches
- \*Sponsoring the Laser-engraved Brick Program
- \*Sponsoring the "Pet Memorial Garden"
- \*Funding the NEW Zoo ad in the Greater Green Bay Convention Visitor Guide
- \*Miscellaneous expenses at the zoo

The total amount the Society paid on behalf of the NEW Zoo in 2014 is approximately **\$304,600.00.** This total reflects the money contributed in 2014 to support your beautiful zoo but does not include all monies raised in 2014.

The Society partnered with the Wisconsin Restaurant Association (WRA) to host the 15<sup>th</sup> annual "Feast with the Beasts" event. Proceeds benefit the missions of the Society & the WRA. This popular event was presented by Capital Credit Union and our share of the proceeds exceeded \$24,000. Tickets were SOLD OUT before the Feast started. The date for the 16<sup>th</sup> annual event is Monday, August 3rd, 2015. Tickets are limited and will go on sale in June. Stay tuned for details.

We also took in approximately \$2,300.00 from our 2nd Annual "Skunks are Beautiful" Cribbage Tournament in April. The money raised from this event helps to offset the Society's operational costs. The 3rd Annual "Skunks are Beautiful" tournament will be held on Thursday, April 9, 2015 from 6 p.m. until 10 p.m. The tournament will take place, inside of the ski lodge, at the NEW Zoo. Contact Steve B. at [newzoosociety@gmail.com](mailto:newzoosociety@gmail.com) for more details or to join the Sponsor Team.

Our primary focus for 2015 is to continue raising funds for the new Cornerstone Animal Hospital. We are half way to our \$1,300,000.00 goal with money pledged, in-kind services, and products donated. A big THANK YOU to our many donors! Although this is a substantial amount of money raised, most pledges are spread out for 3 to 5 years. We are looking for more charitable donations now to continue the construction on the inside of the building and keep this project moving. Naming Rights are still available for many of the rooms. The \$1.3 million includes constructing the building, furnishing new medical equipment, renovating and enlarging the existing animal hospital dietary prep kitchen, and updating the existing animal holding areas for winter holding use. The New Animal Hospital will provide for current and future needs of preventative, medical, and surgical animal care. Please help us spread the word.

We are thankful to the many supporters that bless us with their generosity. Keep up the good work! Please help us continue to support your beautiful NEW Zoo, with a monetary and/or in-kind gift in 2015.

Sincerely,

Steve Bieda,  
President  
& Members of the Society Board & Technical Advisory Committee (TAC)

## NEW Zoo Operations Report: January 2015

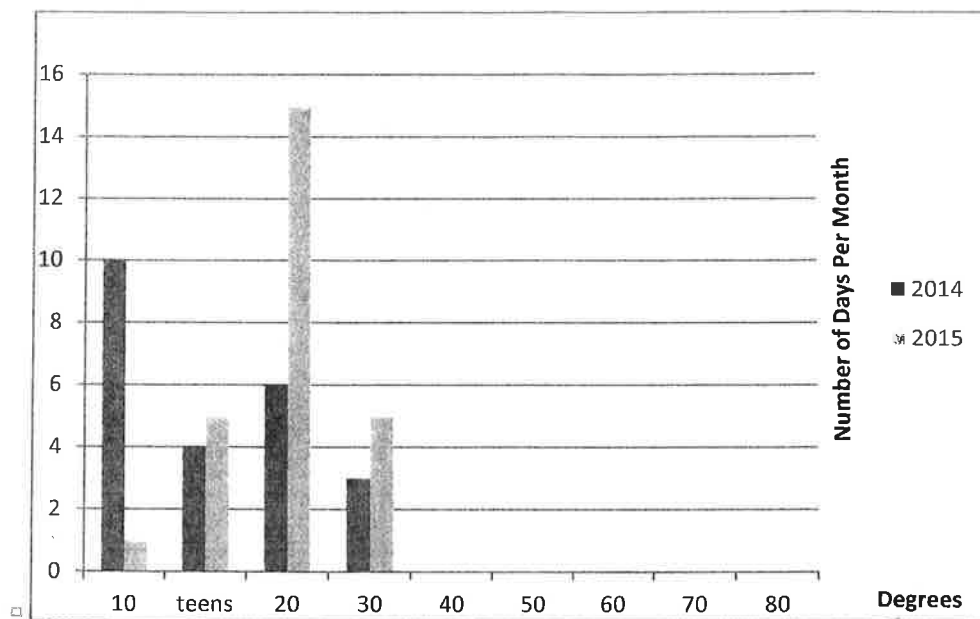
### **Noteworthy:**

**Average Temperature** recorded at the zoo in January 2015 = 18°F

5 in the negatives, 1 in the 0's, 10 in the teens, 15 in the 20's and 3 in the 30's

**Average Temperature** recorded at the zoo in January 2014 = 10°F

8 in the negatives, 8 in the 0's, 4 in the teens, 6 in the 20's and 3 day in the 30's



Lowest temperature for period in January 2015: -11°F Highest Temp: 39°F

Lowest temperature for period in January 2014: -16°F Highest Temp: 35°F

### **January 2015**

- 1319 guests visited the Zoo in Jan. this year, compared to 442 last Jan.
- Zoo passes sales for Jan. were \$1988, more than double that of Jan. 2014 when they were \$881.
- Other totals are as follows 2015/2014 respectively:
  - Gift Shop \$1149.47/\$557.40
  - Mayan \$1329.18/\$698.70
  - Vending \$1748.40/\$288.63
  - Education \$2389.00/\$1436.00

**NEW ZOO**  
**ADMISSIONS REVENUE ATTENDANCE**  
**2014 REPORT**  
**2012, 2013, 2014 2015**

**ATTENDANCE**

MONTH	2012	2013	2014	2015
January	1,478	999	442	1319
February	2,705	861	537	
March	16,576	5,989	4,910	
April	27,117	10,499	13,425	
May	37,257	37,075	40,506	
June	38,457	43,835	43,858	
July	31,800	38,029	48,534	
August	39,342	41,427	46,458	
September	17,907	18,024	16,459	
October	25,959	19,672	23,299	
November	2,604	1,752	1,521	
December	1,245	811	1,777	
<b>TOTAL</b>	<b>242,447</b>	<b>218,973</b>	<b>241,726</b>	<b>1319.00</b>

**ADMISSION & DONATIONS**

MONTH	2012		2013		2014		2015		2012		2013		2014		2015	
	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	ADMISSIONS	DONATION BIN	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP	PER CAP
January	2,544.25	499.00	1,520.87	53.76	896.00	127.62	2,312.00	1416.00	\$1.72	\$1.52	\$2.03	\$1.75284				
February	4,438.00	227.35	1,517.10	-	1,112.00	3.00			\$1.64	\$1.76	\$2.07					
March	57,832.00	5.00	16,111.68	89.46	16,242.50	30.36			\$3.49	\$2.69	\$3.31					
April	70,708.04	1,063.92	40,458.27	106.03	41,931.50	-			\$2.61	\$3.85	\$3.12					
May	139,311.23	479.48	135,610.19	259.08	181,412.00	615.29			\$3.74	\$3.66	\$4.48					
June	155,736.01	479.34	167,307.94	847.96	201,002.10	510.02			\$4.05	\$3.82	\$4.58					
July	134,766.05	912.97	155,324.26	408.00	232,705.50	948.94			\$4.24	\$4.08	\$4.79					
August	160,778.75	474.79	164,161.23	680.83	210,093.00	1,572.95			\$4.09	\$3.96	\$4.52					
September	71,549.06	1,280.76	67,574.00	-	71,385.50	-			\$4.00	\$3.75	\$4.34					
October	68,375.30	1,463.47	70,718.00	519.88	101,361.50	799.73			\$2.63	\$3.59	\$4.35					
November	7,498.02	288.06	6,580.00	-	6,484.50	177.86			\$2.88	\$3.76	\$4.26					
December	4,052.72	25.00	2,680.81	10.00	5,776.00	-			\$3.26	\$3.31	\$3.25					
<b>TOTAL</b>	<b>\$877,589.43</b>	<b>\$7,199.14</b>	<b>\$829,564.35</b>	<b>\$2,975.00</b>	<b>\$1,070,402.10</b>	<b>\$4,785.77</b>	<b>\$2,312.00</b>	<b>\$0.00</b>	<b>\$3.62</b>	<b>\$3.79</b>	<b>\$4.43</b>	<b>\$1,75284</b>				

**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE**

**2015 REPORT  
2013, 2014 2015**

					2013	2014	2015
					PER	PER	PER
					CAP	CAP	CAP
<b>Paws &amp; Claws</b>							
<b>Gift Shop</b>	2013	2014	2015	(-)/(+)			
January	\$ 1,055.77	\$ 557.40	\$ 1,149.47	\$ 592.07	\$1.06	\$1.26	0.87147081
February	\$ 1,251.19	\$ 669.96			\$1.45	\$1.25	
March	\$ 6,410.95	\$ 4,715.11			\$1.07	\$0.96	
April	\$ 13,203.95	\$ 10,948.35			\$1.26	\$0.82	
May	\$ 39,997.32	\$ 37,175.92			\$1.08	\$0.92	
June	\$ 47,174.03	\$ 44,177.86			\$1.08	\$1.01	
July	\$ 45,434.44	\$ 50,198.70			\$1.19	\$1.03	
August	\$ 44,070.13	\$ 45,949.76			\$1.06	\$0.99	
September	\$ 16,987.95	\$ 11,962.04			\$0.94	\$0.73	
October	\$ 11,447.06	\$ 8,872.02			\$0.58	\$0.38	
November	\$ 2,392.94	\$ 1,398.38			\$1.37	\$0.92	
December	\$ 1,049.37	\$ 2,611.88			\$1.29	\$1.47	
<b>TOTAL</b>	<b>\$ 230,475.10</b>	<b>\$ 219,237.38</b>	<b>\$ 1,149.47</b>	<b>\$ 592.07</b>	<b>\$ 1.05</b>	<b>\$0.91</b>	<b>0.87147081</b>

					2013	2014	2015
					PER	PER	PER
					CAP	CAP	CAP
<b>Mayan</b>							
<b>Taste of Tropic</b>	2013	2014	2015	(-)/(+)			
January	\$ 1,437.87	\$ 698.79	\$ 1,329.18	\$ 630.39	\$1.44	\$1.58	1.00771797
February	\$ 1,376.70	\$ 934.03			\$1.60	\$1.74	
March	\$ 4,238.14	\$ 5,601.97			\$0.71	\$1.14	
April	\$ 12,214.97	\$ 12,402.26			\$1.16	\$0.92	
May	\$ 38,989.01	\$ 47,658.53			\$1.05	\$1.18	
June	\$ 51,184.40	\$ 55,471.02			\$1.17	\$1.26	
July	\$ 48,408.14	\$ 65,770.40			\$1.27	\$1.50	
August	\$ 54,204.81	\$ 56,141.00			\$1.31	\$1.21	
September	\$ 22,329.62	\$ 21,067.21			\$1.24	\$1.28	
October	\$ 17,184.31	\$ 20,106.38			\$0.87	\$0.86	
November	\$ 2,288.80	\$ 1,510.15			\$1.31	\$0.99	
December	\$ 895.70	\$ 2,054.59			\$1.10	\$1.16	
<b>TOTAL</b>	<b>\$ 254,752.47</b>	<b>\$ 289,416.33</b>	<b>\$ 1,329.18</b>	<b>\$ 630.39</b>	<b>\$ 1.16</b>	<b>\$1.20</b>	<b>1.00771797</b>

<b>ZOO PASS</b>					
<b>MONTH</b>	2013	2014	2015	(-)/(+)	
January	\$ 2,538.00	\$ 881.00	\$ 1,988.00	\$ 1,107.00	
February	\$ 2,431.00	\$ 2,302.00			
March	\$ 11,066.00	\$ 12,801.00			
April	\$ 19,401.00	\$ 21,763.00			
May	\$ 25,115.00	\$ 33,474.00			
June	\$ 20,309.00	\$ 26,236.00			
July	\$ 13,361.00	\$ 15,973.00			
August	\$ 8,702.00	\$ 11,142.00			
September	\$ 6,526.00	\$ 5,512.00			
October	\$ 3,255.00	\$ 3,007.00			
November	\$ 3,075.00	\$ 1,985.00			
December	\$ 10,531.00	\$ 16,351.00			
<b>TOTAL</b>	<b>\$ 126,310.00</b>	<b>\$ 151,427.00</b>	<b>\$ 1,988.00</b>	<b>\$ 1,107.00</b>	

# Gift Shop, Mayan and Admissions Revenue

## monthly revenue jan 2015

Day	Date	Gift Shop	Concessions	Zoo Admissions	Adventure	Vending	Zoo Pass	Education	Donation	Cons.	Funclial Ev	Attend.	Temp	Weather
thur	1	5.54	43.28	84.50	-	6.31	-	-	-	-	-	39	13	2
fri	2	-	82.83	192.00	-	66.20	-	-	-	-	-	82	20	1
sat	3	30.04	44.49	103.50	-	32.22	-	-	-	-	-	67	25	4
sun	4	35.89	-	19.00	-	3.79	-	-	-	-	-	6	20	2
mon	5	7.11	6.03	7.00	-	-	-	-	-	-	-	2	-11	2
tues	6	-	5.12	7.00	-	5.69	-	-	-	168.97	-	2	-8	2
wed	7	250.00	48.96	7.00	-	1,035.32	-	-	-	-	-	2	-12	2
thur	8	-	11.43	-	-	-	-	-	-	-	-	0	-5	2
fri	9	-	9.38	-	-	1.00	560.00	-	-	-	-	0	-10	2
sat	10	97.84	12.82	46.00	-	14.23	-	-	-	-	-	16	12	1
sun	11	35.81	9.19	14.00	-	11.38	-	-	-	-	-	12	15	2
mon	12	-	7.37	-	-	-	65.00	-	-	-	-	0	20	2
tues	13	-	10.85	-	-	5.69	65.00	-	-	-	-	4	5	2
wed	14	-	11.39	21.00	-	1.90	-	-	-	-	-	6	14	2
thur	15	22.13	23.76	9.50	-	7.58	-	-	-	-	-	12	22	1
fri	16	22.13	14.60	21.50	-	11.37	-	-	-	-	-	17	24	2
sat	17	154.99	163.47	375.00	-	88.00	60.00	-	-	-	-	244	34	1
sun	18	62.97	73.93	102.50	-	46.16	-	-	-	-	-	95	28	2
mon	19	15.02	24.94	52.00	-	12.32	235.00	-	-	-	-	36	30	2
tues	20	8.69	47.18	38.50	-	33.24	183.00	20.00	-	-	-	13	28	2
wed	21	5.53	47.72	32.00	-	12.32	-	-	-	-	-	13	24	2
thur	22	-	46.33	21.50	-	13.27	20.00	696.00	-	-	-	14	34	1
fri	23	39.51	46.23	122.50	-	25.59	-	-	-	-	-	45	25	2
sat	24	158.01	376.06	624.00	-	165.41	260.00	136.00	-	-	-	366	39	1
sun	25	33.00	21.52	48.00	-	16.58	-	26.00	-	-	-	39	28	2
mon	26	60.58	3.01	21.50	-	7.58	195.00	172.00	-	-	-	7	26	4
tues	27	30.04	2.46	9.50	-	2.84	65.00	147.00	-	-	-	9	28	2
wed	28	-	25.55	23.00	-	12.32	-	699.00	-	-	-	13	28	2
thur	29	12.65	8.27	27.00	-	22.74	-	240.00	-	-	-	13	29	2
fri	30	6.32	23.24	35.50	-	11.84	-	169.00	-	-	-	13	14	2
sat	31	66.75	77.77	247.50	-	75.51	280.00	84.00	-	-	-	132	30	2
<b>Total</b>		<b>\$1,149.47</b>	<b>\$ 1,329.18</b>	<b>\$ 2,312.00</b>	<b>\$ -</b>	<b>\$ 1,748.40</b>	<b>\$1,988.00</b>	<b>\$ 2,389.00</b>	<b>\$ -</b>	<b>\$ 168.97</b>	<b>\$ -</b>	<b>1,319</b>	<b>18</b>	

Temp and weather avg

Weather Ke 1 = Sunny 2 = Overcas 3 = Rain 3 = Ra 4 = Snow

Vending Consists: Stroller, Animal Feed, Giraffe, Peppi, Carousel, Train, Penny Press, Hurricane Simulator, Footsie Wootsie

<Title>

ALL TOTAL = 79.7 ACRES



Map provided by the Brown County Planning & Land Services Department - Land Information Office (LIO)

A map key (legend) and other information about this map is available at: [maps.gis.co.brown.wi.us](http://maps.gis.co.brown.wi.us)

This map is intended for advisory purposes only. It is based on sources believed to be reliable, but Brown County distributes this information on an "As Is" basis. No warranties are implied. Boundaries shown on this map are general representations only and should not be used for legal documentation, boundary survey determinations, or other property boundary issues.

03/06/2013  
Scale 1:4800

# Leaping into Packers' lore

Visitors to NFL's smallest city can immerse themselves in team's 100-year history

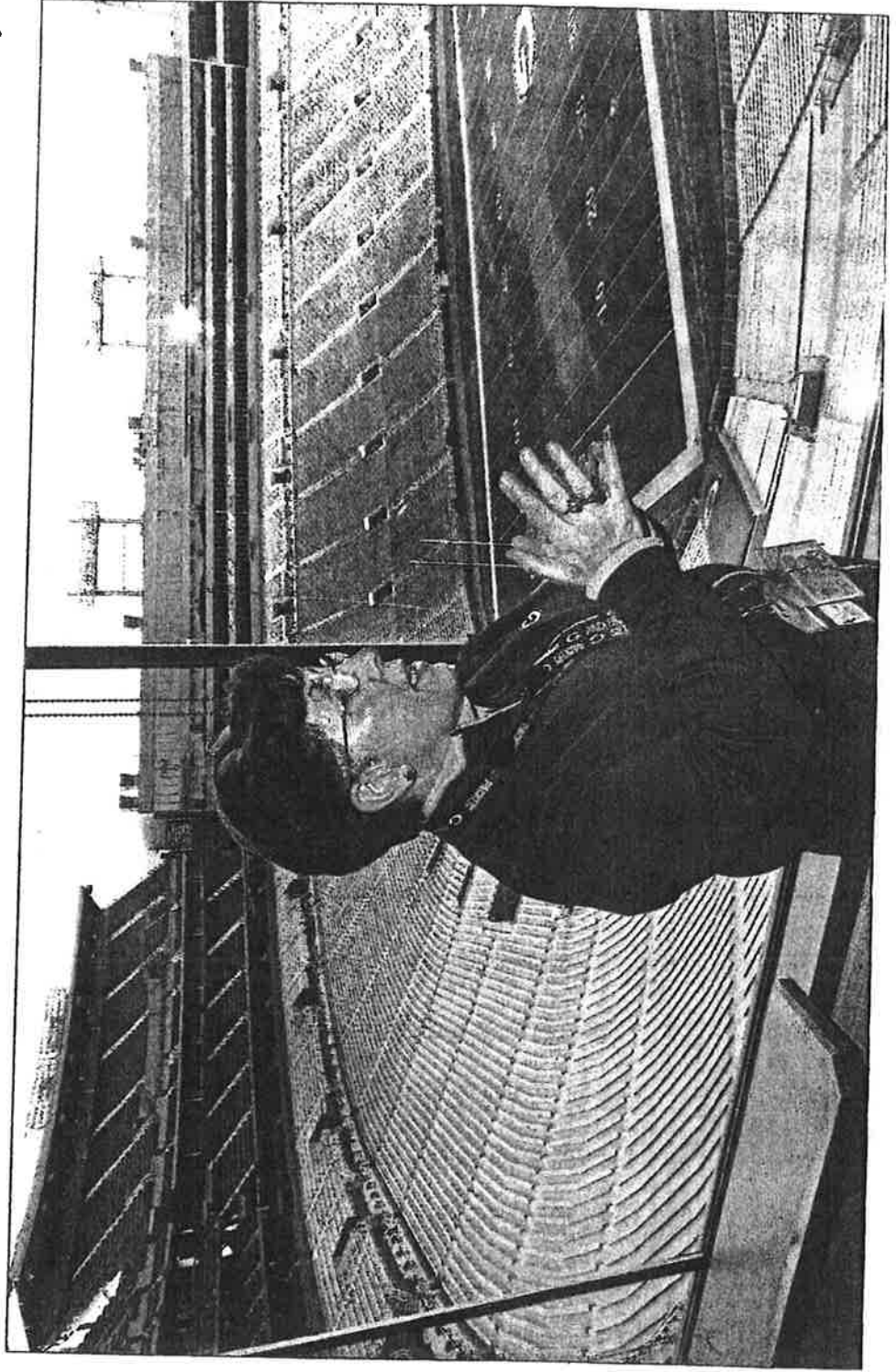
By JAY JONES

Special to Tribune Newspapers

GREEN BAY, Wis. — It's common to find copies of the Bible in hotel rooms across America. But at Debbie Jacques' guesthouse, there's a second book in the nightstand drawer: Vince Lombardi's biography.

That's fitting, because among Packers fans, the former coach is a saint. Lambeau Field sits along Lombardi Avenue. Jacques' shrine, Under the Lights of Lambeau, is just across the street. A Lombardi lunchbox is among the hundreds of pieces of kitsch, from Packers-themed light switches to oven mitts to rugs, that adorn the home. The walls are painted in the team colors: dark green, gold and white.

During the team's nearly 100-year history, the Packers have won more championships than any other team in pro football (nine NFL championships and four Super Bowls). This season brought a near miss, a rather graceless one





four Super Bowls). This season brought a near miss, a rather graceless one by team standards. But still, Green Bay appropriately calls itself Tidetown. Throughout the city, all year long, the team's unique history awaits, while in so many other NFL cities, fans try to forget — Bears fans often among them.

But if Bears backers can briefly drop their distaste for the rival team, the history here is entertaining and rather admirable, considering, too, that Papa Bear George Halas helped save Green Bay's Packers at one point, realizing he needed the lively competition, by aiding the campaign to build Lambeau.

In tracking the history, there's no better place to start than at the hallowed ground of Lambeau Field. Guide Candy Conard begins her tours with a couple of questions.

"How can a little town like Green Bay with 104,000 people have an NFL franchise for 95 years, and a franchise that is so successful?" she asked at the start of a tour in November. "How do you do that in this little community?"

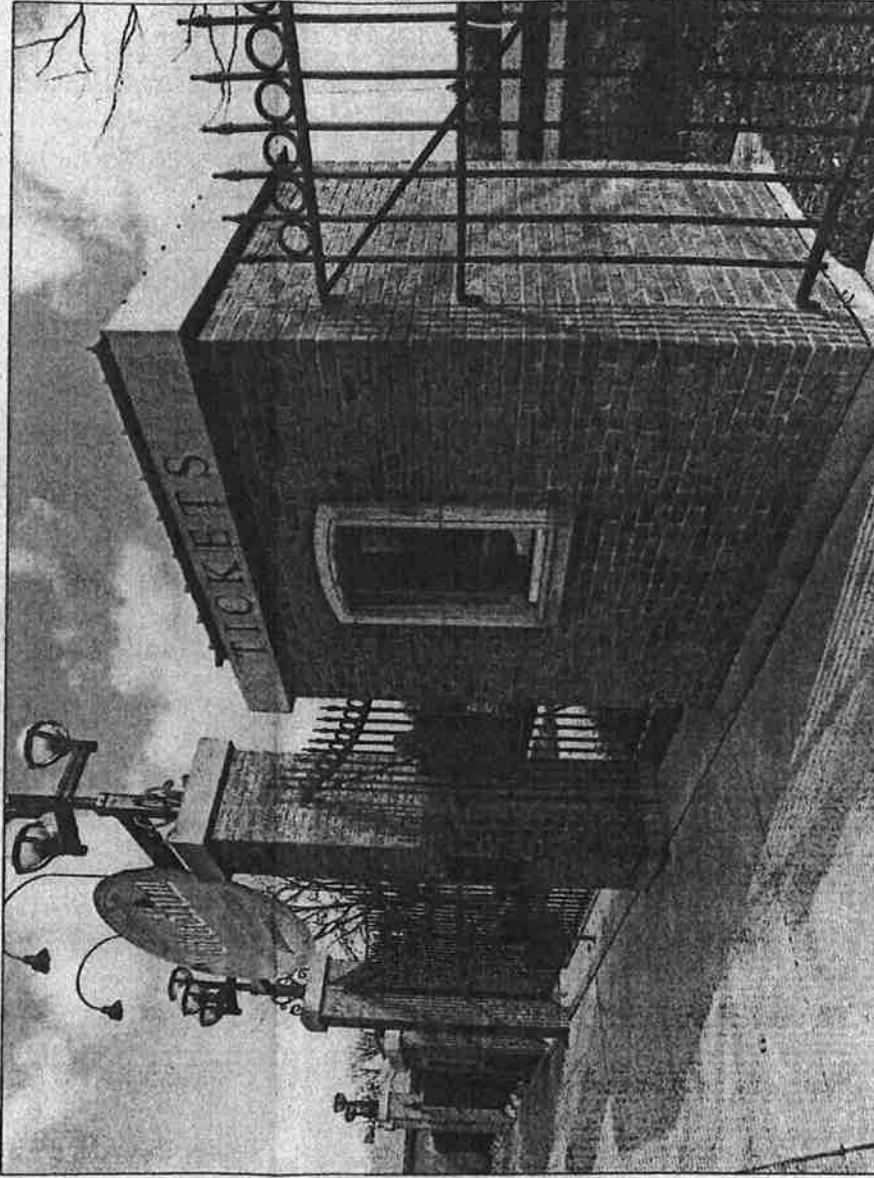
As the tour continued to a skybox high above the field, Conard recounted how, in 1919, a young football player named Curly Lambeau founded the team with backing from a local meatpacking house.

"Curly Lambeau took his own money and bought a franchise for \$250," she began. "The last team who bought a franchise in the NFL ... was the Houston Texans. They paid \$700 million."

"It's not possible for this story to repeat itself any-



Lambeau Field tour guide Candy Conard shares stories about the Green Bay Packers from the warmth of a skybox. The team has won four Super Bowls.



The Packers played at City Stadium from 1925 to '56. Bears founder George Halas aided efforts to build Lambeau Field.



## If you go

**Getting there:** About 3½ hours north of Chicago. Green Bay is an easy stop along Interstate Highway 43 for people heading to Door County or on up to Michigan's Upper Peninsula.

**Staying there:** If you want something beyond the chain hotels, Under the Lights of Lambeau (1845 S. Oneida St., Green Bay; 920-217-3632; [underthelightsoflambeau.com](http://underthelightsoflambeau.com)) rents for \$2,499 for a two-night stay on game weekends for up to eight people. At other times, rates start at \$150 a night.

**What to see:** Lambeau Field tours (920-569-7513; [packers.com/lambeau-field/stadium-tours.html](http://packers.com/lambeau-field/stadium-tours.html)) start at \$11 and are offered every day except Christmas and Easter. The Neville Public Museum (210 Museum Place, Green Bay; 920-448-4460; [nevillapublicmuseum.org](http://nevillapublicmuseum.org)) is open Tuesday to Sunday. Adult admission is \$5. A map and further details about the Packers Heritage Trail can be found online ([packersheritagetrail.com](http://packersheritagetrail.com)).

**More information:** The visitors bureau (888-867-3342; [greenbay.com](http://greenbay.com)) provides information on



local meatpacking house. "Curly Lambeau took his own money and bought a franchise for \$250," she began. "The last team who bought a franchise in the NFL ... was the Houston Texans. They paid \$700 million."

"It's not possible for this story to repeat itself anywhere else," she concluded, noting that the Packers are the only publicly owned football franchise. More than 360,000 fans own shares.

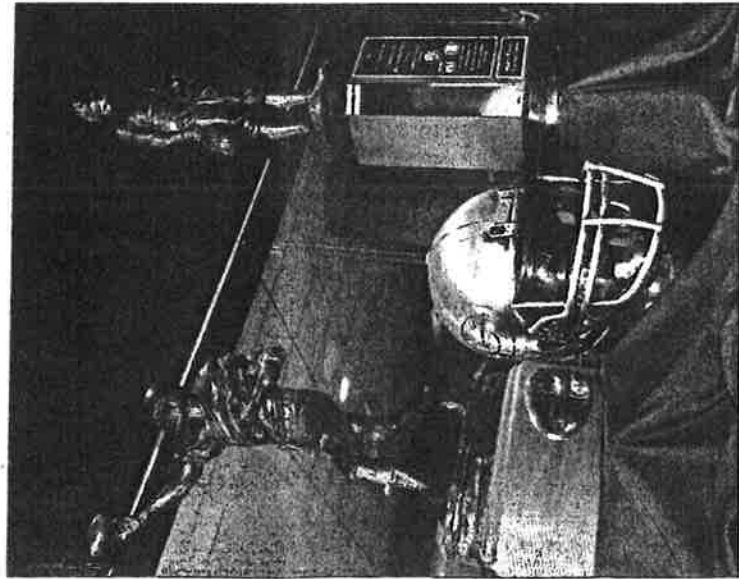
By the tens of thousands each year, tourists from around the world make their way through the stadium. For many, the highlight occurs when, as they stand beside the locker room, an overhead door rises and they head outdoors, to the edge of the field, through the same tunnel used by the players. The sound of cheering fans, pumped from a speaker, adds to the excitement.

Normally, a trip to Lambeau isn't complete without a stop at the Packers Hall of Fame. But due to remodeling to be finished later this year, many of the exhibits, including the team's Super Bowl trophies, are on display in a temporary exhibit at the Neville Public Museum in downtown Green Bay.

A life-size model of legendary quarterback Bart Starr, football in hand, greets visitors at the entrance to the "Touchdown!" exhibit at the Neville.

Inside, individual lockers honor members of the Hall of Fame, players with

The Packers played at City Stadium from 1925 to '56. Bears founder George Halas aided efforts to build Lambeau Field.



Brett Favre's 1996 MVP trophy, right, is among memorabilia at his eponymous steakhouse blocks from Lambeau Field.

familiar names such as Paul Hornung, James Lofton and Reggie White. Along with photos and career details, the lockers contain personal items such as helmets, jerseys and cleats.

The museum is the starting point for the Packers Heritage Trail, a collection of more than 20 historical sites across the city. Commemorative plaques are posted outside the sites, including the modest, red brick home in which Curly Lambeau was

born in 1898. No longer a residence, the house can be rented for parties and other gatherings.

Lambeau's house sits five blocks from Green Bay East High School, where he excelled at football. The field on which the school's Red Devils still play is another stop along the trail. The old City Stadium is where the Pack played their home games from 1925 through 1956.

Other sites include St. Willebrord Catholic Church, where Vince



A life-size model of Packers legend Bart Starr welcomes visitors to the temporary Hall of Fame at a local library.

Lombardi regularly attended morning Mass, and used by players back when the team traveled by train. The depot now houses Tidelown Brewing Co., a popular restaurant and microbrewery.

Just a few blocks east of Lambeau, on a short street appropriately named Brett Favre Pass, sits the restaurant named for the famed quarterback, who is a part owner. The Brett Favre's Steakhouse is chock-full of Favre memorabilia, from

the helmet he wore during his college years at Southern Mississippi to the trophy he was awarded as the NFL's most valuable player in 1996.

The menu, copies of which are sold in the adjoining gift shop, includes a variety of steak and seafood items. It features jambalaya prepared using a Favre family recipe.

Diners, however, shouldn't expect to see Favre moving from table to table signing autographs. "We've not seen him

open Tuesday to Sunday. Adult admission is \$5. A map and further details about the Packers Heritage Trail can be found online ([packersheritagetrail.com](http://packersheritagetrail.com)).

**More information:** The visitors bureau (888-867-3342; [greenbay.com](http://greenbay.com)) provides information on dining, lodging and other attractions.

since he played for the Packers, unfortunately," restaurant manager Ryan Rieth said.

A three-story-tall replica of the Vince Lombardi Trophy, unveiled at Lambeau Field in November, attests to the Packers' football prowess. Yet despite the team's many championships, Green Bay will never host a Super Bowl. There simply isn't enough infrastructure.

"We would need roughly 28,000 to 30,000 hotel rooms compared to the 4,300 we have currently," explained Brad Toll, president/CEO of the Greater Green Bay Convention & Visitors Bureau.

Debbie Jacques' guest house, which can sleep 10 people, is sold out well in advance of home games. She said that even the Bears fans who stayed there in November were impressed with its unique decor. They were, however, glum when they departed the morning after the 55-14 trouncing by the Packers.

"They didn't really say goodbye," Jacques said, "but they said they'd see me next year."